

# **AN ANALYSIS OF SOCIAL NORMS IN “I AM SAM” FILM**



**(A Thesis)**

**Submitted as a Partial Fulfillment of the  
Requirements for S1-Degree**

**By**

**AMANDA NARALIZA**

**NPM. 1711040015**

**Study Program : English Education**  
**Advisor : Prof. Dr. Idham Kholid, M.Ag**  
**Co-Advisor : Dewi Kurniawati, M.Pd**

**TARBIYAH AND TEACHER TRAINING  
FACULTY RADEN INTAN STATE ISLAMIC  
UNIVERSITY LAMPUNG  
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## **ABSTRACT**

### **An Analysis of Social Norms In I am Sam Film**

**By:**

**AMANDA NARALIZA**

The aim of the study is to find out what social norms are, what are the categories of social norms and how social norms are present in a film. The film is one of the media for teaching and I am Sam film was chosen because it is suitable for teaching in the schools because it tells the story of a smart child and a father who has limited thinking like adults. As a result, this study focused on the social norms of the I am Sam film.

The methodology of this research was descriptive qualitative and the objective of this research was to find out types of social norms in film and to describe the social norms presented in the film. The researcher used theory SPEAKING model by Hymes to analyze the social norms in the film.

The human research is the main instrument of this research. In collecting the data, the researcher utilized documentation method. The researcher used validator to make the data valid. After analyzing I am Sam film, this research found thirteen data. They were taboo, folkways and laws.

**Keywords:** Analysis, Film, Social Norms.

## DECLARATION

The researcher is a student with the following identity:

Name : Amanda Naraliza

Student's Number : 1711040015

I hereby state that this thesis entitled: **An Analysis of Social Norms In I Am Sam Film** is completely my own work. I am fully aware that I have quoted some statement, references, and ideas from various sources and those are properly acknowledge in the text.

Bandar Lampung, November 2021

Declared by,





**KEMENTERIAN AGAMA**  
**UNIVERSITAS NEGERI RADEN INTAN LAMPUNG**  
**FAKULTAS TARBIYAH DAN KEGURUAN**  
**PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS**

*Alamat: Jl. Letkol H. Endro Suratmin Sukarame Bandar Lampung Telp. 0721-780887*

**APPROVAL**

**Title** : **An Analysis of Social Norms in “I am Sam” Film**  
**Name** : **Amanda Naraliza**  
**Student’s Number** : **1711040015**  
**Study Program** : **English Education**  
**Faculty** : **Tarbiyah and Teacher Training**

**APPROVED**

**Was tested and defended in the examination at Tarbiyah and Teacher Training Faculty State Islamic University of Raden Intan Lampung**

**Advisor,**

**Co-Advisor**

**Prof Dr. Idham Kholid, M.Ag**  
**NIP.196010201988031005**

**Dewi Kurniawati, M.Pd**  
**NIP. 198006012006042047**

**The Chairperson of**  
**English Education Study Program**

**Meisuri, M.Pd**  
**NIP. 1980055152003122004**





**KEMENTERIAN AGAMA  
UNIVERSITAS NEGERI RADEN INTAN LAMPUNG  
FAKULTAS TARBIYAH DAN KEGURUAN  
PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS**

**Alamat: Jl. Letkol H. Endro Suratmin Sukarama Bandar Lampung Telp. 0721-780887**

**ADMISSION**

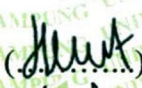
A thesis entitled: **“AN ANALYSIS OF SOCIAL NORMS IN I AM SAM FILM”**, By: **Amanda Naraliza, NPM: 1711040015**,  
Study Program : English Education has been tested and defended in the  
examination session held on : **Thursday, 18 November 2021.**

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: **Agus Hidayat, M.Pd** 

**First Co-Examiner**

: **Prof. Dr. Idham Kholid, M.Ag** 

**Second Co-Examiner : Dewi Kurniwati, M.Pd** 

**The Dean of  
Tarbiyah and Teacher Training Faculty**



**Prof. Dr. Hj. Nurya Diana, M.Pd.**

**NIP. 196408281988032002**

## MOTTO

وَلَمْ كُنَّا بِدُعَائِكَ رَبِّ شَقِيًّا

“... And, my Lord, I have never been ungrateful in my prayer to You”.<sup>1</sup>



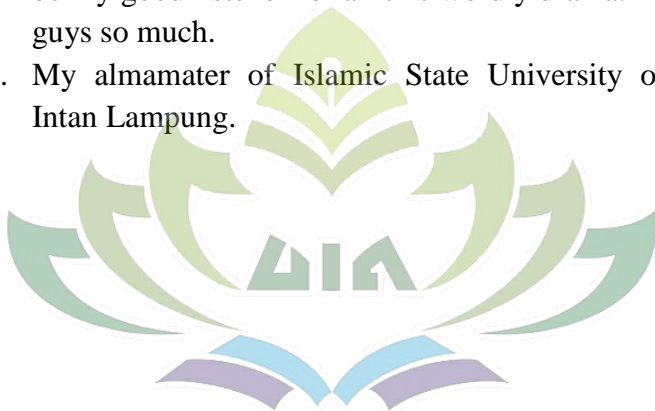
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<sup>1</sup> Muhammad Taqiudin al-Halili & Muhammad Muhsin Khan, The Noble Qur'an: Arabic-Indonesia-English of the Holy Qur'an and Translation by DEPAG RI, (Depok: Al-Huda Kelompok GEMA INSANI), p.305

## DEDICATION

Praise and gratitude to Allah the Almighty for His abundant blessing for me and from my deep of heart and great of love, this thesis is dedicated to:

1. The greatest inspiration in my life, my beloved parents who always pray for me everytime in every situation. Thanks for all of love you give to me. I love you forever.
2. My beloved siblings, who always care, support, cheer me up and also give me good advice. I do love you.
3. All of my friends, my squad and my partner who always be my good listener for all this wordly drama. I love you guys so much.
4. My almamater of Islamic State University of Raden Intan Lampung.



## **CURRICULUM VITAE**

Amanda Naraliza, was born in Masgar on May 5th, 1999. The daughter of two greatest person in the world. She studied at the first time in Kindergarten at TK Islam Praja Muda. Then she studied at Elementary School of SDN 1 Bumi Agung and graduate in 2011. She continued in Junior High School of SMP N 1 Tegineneng and finished in 2014. Then, she continued her study in Senior High School of SMA N 1 Natar and finished in 2017. In 2017, she entered as a female student of The State of Islamic University Raden Intan Lampung and took an English Education as her major.





## ACKNOWLEDGEMENT

Alhamdulillahirobbil'alamin, first and foremost I would express grateful to the Only God, Allah Subhanahu wata'ala, the Most Gracious and the Most Merciful, for the chance, guidance, and blessing given, thus I will compose and finish this thesis. Then, Sholawat and Solutation are always offered to the Prophet Muhammad Shallallahu 'alaihi wasallam the last messenger and the most beloved Prophet of Allah Subhanahu wata'ala.

This thesis will submit as a partial fulfillment of the requirements for an education degree in English. I realize that this thesis would not have come to its final form without generous help, support, advice and prayers of people surround me.

Then, the researcher would like to thank the following people for their ideas, time and guidance for this thesis:

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Bandar Lampung, November 2021  
The Researcher



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# CHAPTER I

## INTRODUCTION

### A. Background of the Problem

Language is the style or types of words use by a person or group, which is a topic generally studied within sociolinguistic. The term language can be used to refer to a variety of concepts / things, such as the particular forms of words and speech used by the people of a country or culture, area or special group, or the method of human communication using spoken or written words. In other words, we can talk about a specific language.<sup>1</sup> Based on the definitions of language above, we can say that a language means of communication. But, if the definition of a language is used in the study of language, we must involve the other means of communication that are not categorized as a language. If we regard a language as consisting of sounds, the fact shows that the other means of communication may use sounds as its medium. In short, a means of communication known as a language must have some characteristic that do not belong to the other means of communication.

When you know the language, you can speak and be understood by other people who know that language. This means you have the capacity to produce sounds that signify a certain meaning and to understand or intersect the sounds produced by others.<sup>2</sup> In social context, a language is not only means for communication but also it is an important medium for establishing and maintaining social relationship. For instance, there are two persons sitting in a waiting room of bus statition: they begin to introduce and talk to each other. In short, they know each other. At the time of introducing, talking and knowing each other, they establish social relationship and they will probably maintain their social relationship in future time. Establishing and maintaining social relationship must involve the use of language.

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<sup>1</sup>Susan Dostert, *Introduction to English Language and Linguistic* (Amsterdam: John Benjamins, 2009), p. 2.

<sup>2</sup>Victoria Fromkin, *An Introduction to Language (Seventh Edition)*, (Boston: WadsWorth, 2003), p. 4.

Hymes formulates aspects that affect the use of language in "Dell Hymes Model of Speaking". In Dell Hymes's theory he explains that for the correct language, one not only learns words and grammatical rules, but also the context of the use of the language. In "Speaking Models" the aspects to be considered are as follows:

S: The setting is an aspect that includes the time and place of the talk. While Scene is a "psychological setting" or "cultural definition" of the level of formality and level of seriousness.

P: Participants, through speakers (speakers) and speakers (audience) in a conversation, speaker's background and a relation with a speaker is the context that influences it.

E: Ends, Hymes explains Ends as the "purpose" purpose or purpose of "goal" of a conversation.

A: Act on the information submitted. Hymes describes the sequence of actions as "form" shapes and the "sequence" sequence of an event.

K: Key, displays for speakers and speakers during the conversation.

I: Instruments of "form and speech" (style of language)

N: Norms are normal-norms that are in conversations that are not what and are not

discussed, and how speakers or speakers cause the error.

G: Genre is a type of event or effect of a story<sup>3</sup>.

There are many ways to improve our English and the most pleasant ways is to study about Literature.

Literature is the imaginative work that pictures the human life in society which can be enjoyed, understandable, and used by the society also. The author will write the result of this imagination in a form of literary works. The form of those literary work such as film, drama, poem, short story and also novel. The literary work has its own

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<sup>3</sup>Dell Hymes, *Sociolinguistic and Ethnography of Speaking*, (London: Routledge), p. 7-8.



definition taken from each different expert literature.<sup>4</sup> Literature can provide insight for the audience, literature like something can be reach with feeling and thought without the audience feel before. Literature always has a values that can be taken for the audience and from many types of literature, the author will be focus in discussion of the film.

Film is a kind of entertainment and so many people choose films when they feel bored or when they have free time, they also usually watch film with their family or friends. People can get films on television. The film is not only about entertained, but we can get some education and information. If we want to understand a film, film can give some information and inspire us. It can help us to face a problem in our life.<sup>5</sup> Films depict painting, music, literature, and dance in this case, it is a medium that can, but does not need, be used to produce artistic results. Colored picture postcards, for example, are not art and are not intended to be. There were also no military marches, stories of true confession, or naked jokes. And films are not necessarily film art<sup>6</sup>. In addition to insight and knowledge, film also provides moral values, socio-cultural and social norms that the audience can take to be the center of how good and bad behavior in society. Then, the audience can distinguish between something that should be done and something that must not be done. As the author said before, from a film the audience can take many advantages especially about social norms that important for people to know.

Linguistic is the study of language. Linguistics is concerned with human language as a universal and recognizable part of human behaviour and of the human abilities. Conversely, a linguist can know and understand the internal structure of a language without actually speaking it. A linguist, then, is not an individual who speaks more than one language, more accurately called “polygot” or “bilingual” or

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<sup>4</sup>Agustin Cahyaningsih, “*Anxiety of Maryam in OkkyMadasari the Outcast Novel (2012): A Psychoanalytic Approach*”. (Muhamadiyah University of Surakarta, Surakarta, 2015), p. 1.

<sup>5</sup>DewiQomaria, Suyadi, ErisaKurniati, “*An Analysis of Moral Value in “The Maze Runner” A Film by Wes Ball 2014*”. (Batanghari University, Jambi, 2018), p. 153.

<sup>6</sup>Rudolf Arnheim, *Film as Art*, (University of California Press: London, 1997), p. 8.

“multilingual”. Rather, a linguist is concerned with language as human phenomenon.

Sociolinguistic could become a field of study for their selections in language use. The field of sociolinguistics is focused on the possibility of choices that can be made within the community regarding the use of language varieties. Every country has own original language that can be used among the people from many regions, which is called as the national language. By understanding their language, they can communicate with other people around the world.

The most central, useful and powerful collection of social psychology ideas are imitation triads, conformity, and social norms.

Social norms are the basis of culture, language, social interaction, cuisine, love, marriage, games, prejudice, economic and traffic exchanges control. The elements of this list are very basic human life; the list is endless. Social norms are expectations about appropriate behavior which occurs in a group context<sup>7</sup>. Social norms are formed in group situations and hence forth serves as a standard for individual performance perception and judgment when he is not in a group situation. The main social attitude of an individual is formed in connection with group norms. Social norms, or group norms, are regularity in attitude and behavior that characterizes and different from another social group.

There are many several research about social norms and film, like research about analysis moral value in film and analysis about educational value about the film. Usually social norms studied with different variable, for example research by Lailatul Hikmah entitled “Nilai dan Norma Sosial Tentang Peristiwa al-Ifk dalam Q.S al-Nūr”. Based on the discussion and analysis in this study, the authors conclude that about values and social norms al-ifk contained in Q.S al-Nur: 11-22: Moral norms are the highest norm because of an action considered good or bad from an ethical standpoint, determined by this

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<sup>7</sup>Rachel, McDonald, Christian S. Crandall, *Social Norms and Social Influence*, (Department of Psychology, University of Kansas: 2015)

norm. Research using this type of research is qualitative research that is library (library research).

Second, Pauzan conducted the research entitled “A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce’s Semiotic Theory”. The writer think that semiotics is a unique study and he uses the theory of signs proposed by Charles Sanders Peirce about icons, indexes, and symbols. The writer focuses on the relationship between the represent a men and its objects and then how they produce the interpretant. In the findings section, it shows that there are nine kinds of sign that the writer found in the film. qualisign, sinsign, legisign, icon, index, symbol, rheme, decisign and argument. But the writer is only focused on the analysis of the signs as the objects, which include icons, indexes, and symbols

The last previous research by Cahya with entitled “An Analysis of Educational Value in ‘Moana’ Movie”. On her research she think that movie can help to develop motivation of people in learning English. The researcher found several types of educational value. The types of educational value divided into two types, value of being and value of giving. Value of being consist of honesty, brave, self confidence, self discipline and purity. of loyalty, respect, unselfishness, love, kindness and friendliness and fair and humanist.

Based on explanation above, there is no research that is really the same as the research that the writer will learn. Form the three previous research above, only 1 variable is the same in each title. Social norms are very important for social life, but very little research on them, even though the world of education needs to teach social norms to make students live well in society. Therefore, researcher are interested in discussing social norms through film as media which are interesting objects in learning. As a result the writer interest to researching about elements of social norms with the title An Analysis of Social Norms in “I am Sam” Film.

## **B. Identification of the Problem**

Based on background of the problem above, the researcher found the problem as follows:

## An Analysis of Social Norms In I am Sam Film

### **C. Limitation of the Problem**

Based on the identification of the problem above, this research was limited the problem only to know what are categories Social Norms in “I am Sam” film.

### **D. Formulation of the Problem**

Based on the background of the research above, the research was formulated the problem of this research as follows:

1. What are categories of Social Norms occur in “I am Sam” film?
2. How do the Social Norms present in the “I am Sam” film?

### **E. Objectives of the Research**

1. To analyze categories of Social Norms occur in “I am Sam” film.
2. To describe the Social Norms present in “I am Sam” film.

### **F. Use of the Research**

1. Theoretical

The result of this study is expect to be helpful to provide information about Social Norms with an interesting way.

2. Practically

This study will help the students to improve their knowledge, especially in the term Social Norm that can find in the film. An also can be inspiration to the others researchers who interest to conduct studies about Social Norms in the film.



## **G. Scope of the Research**

### **1. Subject of the Research**

The Social Norms in I am Sam film was the subject of this research.

### **2. Object of the Research**

The script of I am Sam film was the object of this research.

### **3. Place of the Research**

This research was conducted at home.

### **4. Time of the Research**

The time of this research was conducted in 2021



## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### A. Definition of Literature

Literature is the imaginative work that pictures the human life in society which can be enjoyed, understandable, and used by the society also. The author will write the result of this imagination in a form of literary works. The form of those literary work such as film, drama, poem, short story and also novel. The literary work has its own definition taken from each different expert literature.<sup>8</sup>

Literature is a form of human expression. But not everything is expressed in words even when organized and written down is counted as literature. Those writings that are primarily informative technical, scholarly, journalistic would be excluded from the rank of literature by most, though not all, critics. Certain forms of writing, however, are universally regarded as belonging to literature as an art. Individual attempts within these forms are said to succeed if they have something called artistic merit and to fail if they don't. The nature of artistic merit is less easy to define than to recognize. The writer does not even need to pursue it to attain it. On the contrary, a scientific exposition might be of great literary value and a pedestrian point of none at all.

Literature in broad sense is to mean compositions that tell stories, dramatize situations, express emotions, analyze and advocate ideas. The literary works can be divide into three types, they are: poetry, process and play / drama. To appreciate them, we have to understand or to comprehend and enjoy in others words we can judge the value of literary works. In order to understand and the literary works, someone should or watch them again and again, try to understand them, then analyze or judge the value of them then communicate the result of judgment to others.

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<sup>8</sup>Agustin Cahyaningsih, Op.Cit., p. 1

Based on those definitions above the researcher gives that understanding the literature is more than a writing or shows. It has a soul. The soul in the literature is the author's ideas. The author's ideas can form the readers' or audiences mindset. The author can make the literature as entertainment, as the symbol of critic, and as the media to cultivate the value.

Literature as entertainment means that a literary work has a purpose to make someone feeling amused. We may see some literary works such as novel or folktale only amusing but they are meaningless and lack of message. In the other hand we may see some literary works that are meaningful and full of messages. They are play important role to make a literary work better in order to build up readers or audiences positive mindset.

## B. Definition of Film

The film is just a moving picture, as for its movements are referred to as intermittent movements appears only because of the limited ability of the eyes and brain humans capture a number of image changes in a fraction seconds. Film becomes a very influential media, more than media the other, because he works together audio and visual well in making the audience not bored and more easy to remember, because the format is interesting. Many experts define film in different ways. Tickton states: A motion pictures taken in rapid succession usually on 8 mm or 16 mm film stock which when projected through a motion of picture. Projector give the viewer an illusion of motion.<sup>9</sup> Lonergan notes that film is photographic process, involving the effects of light and chemical on sensitive paper.<sup>10</sup> Wanadilok says that film is an authentic medium which carry true impressions and concepts with animation.<sup>11</sup> Robert Lado states that

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<sup>9</sup>Sydney Tickton, *To Improve Learning: An Evaluation of Instructional Technology*. (New York and London: R.R. Bowker Company, 1970), p. 218

<sup>10</sup>Jack Lonergan, *Video in Language Teaching*, (Cambridge University Press: Cambridge, 1984), p. 7

<sup>11</sup>Kosum Wanadilok, "Towards more effective language teaching through educational films". *Guidelines for Audio-Visual Aids*, (Singapore: Regional Language Centre, 1981), p. 59

the video movie or the motion pictures is in theory at least the most powerful of visual aids; it combines pictures with movement, color and sounds.

Meanwhile, according The American Heritage Dictionary of English sound. Language, film also called a motion picture. Motion pictures is a series filmed images viewed in sufficiently rapid succession to create the illusion of motion and continuity.<sup>12</sup> From several definition states about, the researcher has found several term about film. Film is also called moving pictures, movie, cinema or in formally called motion pictures. The term of film that is used here is English film, film in which the character use or speak English in the dialogue. Carroll asserts that the ability to speak the language fluently and to understand it when spoken by native speakers is the kind of competence that is most valued and designed, with reading and writing being important secondary goals.

### **1) I am Sam Film**

The film begins by showing Sam, a Starbucks employee who suffers from mental retardation (the way of thinking equivalent to a seven year old child). He kept trying to remember what time he had to do something that day. Until the time came, he went to the hospital to see Rebecca, his girlfriend who was giving birth. The doctor reported that the baby was a girl, Sam then gave her the name Lucy. Not long after that, Rebecca went missing, leaving a mentally retarded father with a baby girl.

Sam is overwhelmed to take care of Lucy who keeps crying, then Annie, Sam's close neighbor, helps to take care of Lucy and even Sam goes to work. One night Sam's friends who are also mentally retarded come to visit Sam's house to watch a video. They have some routine activities that they do together.

Sam and Lucy's days look very pleasant even though there are some problems that occur between them. One day Lucy said that Sam was not like other fathers, but he was lucky to have a father who could play with him in the Park. Sam wants the same menu every day at the

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<sup>12</sup>The American Heritage Dictionary of The English Language, New College Edition, p. 856.

same place but Lucy wants a new menu at a restaurant, then a little try is what happens when Sam doesn't get the menu he wants at the new restaurant. Sam always supports Lucy's school activities, he also always reads a book before bed to Lucy, but one night Sam had trouble reading a complicated word and Lucy was reluctant to continue reading it.

The school called Sam to find out about Lucy's development, based on school observations Lucy's learning process was not too good, she tended to try to develop better. Lucy's friends laughed and enjoyed Sam. Lucy looks gloomy lately, however Sam continues to give his best and motivates Lucy to keep learning. Until Sam is accidentally seduced by a woman who causes him to be temporarily detained at the police station.

The family and protection agency examines a mentally retarded Sam with Lucy who is seven years old and needs things that Sam will find difficult to provide. Lucy and Sam must be separated indefinitely. This was hard for both of them, but the protection agency said it was for the best. Sam asks for the services of Rita, a lawyer who is reliable and provides free treatment.

Sam has to do several trials, present several witnesses who are able to defend him to stay with Lucy. However, what Sam's friend did was not able to prove it well. People who have difficulty dealing with mental retardation tend to impose, restrain emotions and communicate due to their low intellectuality. Meanwhile, expert witnesses and child protection agencies continue to worry about Sam's abilities and advise Lucy to stay with foster parents.

At the end of the film, it is not clear whether Lucy is fully cared for by foster parents, returned to Sam's care or a balanced upbringing of the two. But everyone is happy that Sam can be reunited with Lucy, Sam's friends, Lucy's foster parents and Rita laugh together when Lucy scores a goal during a ball game on the school field.

### C. Definition of Linguistics

Linguistic is the study of language. Linguistics is concerned with human language as a universal and recognizable part of human behaviour and of the human abilities.<sup>13</sup> Conversely, a linguist can know and understand the internal structure of a language without actually speaking it. A linguist, then, is not an individual who speaks more than one language, more accurately called “polygot” or “bilingual” or “multilingual”. Rather, a linguist is concerned with language as human phenomenon. Linguist study grammar, the social and psychological aspects of language use, and the relationships among language, both historical and present-day. The field of linguistics, like any complex field, includes several major divisions. Linguistics is the scientific study of human language, to observe language and to describe them accurately, to find generalizations within what has been described and to draw conclusions about the general nature of human language.

#### a) Branches of linguistics

There are some branches of linguistics:

- a. Phonetics, the study of physical properties of sounds of human language
- b. Phonology, the study of sounds as discrete, abstract elements in the speakers mind that distinguish meaning
- c. Morphology, the study of internal structures of words and how they can be modified
- d. Syntax, the study of how words combine to form grammatical sentences
- e. Semantics, the study of meaning of words (lexical semantics) and fixed word combinations (phraseology), and how these combine to form the meanings of sentences

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<sup>13</sup> Raja T. Nasar, *An Essentials of Linguistic Science* (Harlow: Longman, 1985), p. 132.



- f. Pragmatics, the study of how utterances are used (literally, figuratively, or otherwise) in communicative acts
- g. Discourse analysis, the analysis of language use in texts (spoken, written, or signed)
- h. Psycholinguistics, the study of the cognitive processes and representations underlying language use
- i. Sociolinguistics, the study of social patterns and norms of linguistic variability.

#### **D. Definition of Sociolinguistics**

There are some linguist who define about sociolinguistics with the some perspektive. “Wardhaugh defines that sociolinguistic is concerned with investigating the relationships between language and society with the goal of a better understanding of the structure of language and how language function in communication”.<sup>14</sup> From the statement above sociolinguistic is correlation between languages and society, and between particular linguistics and social phenomenon. So, sociolinguistic is one phenomenon of language dealing with the society. The similar meaning definition is stated by Fishman, “sociolinguistic is the study the characteristics of language varieties, the characteristics of their function, and the characteristics of their speaker as these three constantly interact, change and changes one another within a speech community”.<sup>15</sup> According at the statement, sociolinguistics is the field that studies correlation between language and society, between the uses of language and social structures in which the users of language live. The last, Holmes defines “sociolinguistics is concerned with relationship between language and the context in which used. According at those statement, it can be

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<sup>14</sup> Wardhaugh Ronald, *An Introduction to Sociolinguistics* (Blackwell, 2010), p. 18.

<sup>15</sup> Joshua A. Fishman, *Contribution to International Linguistic* (Newbury House, 1998), p.126.

conclude that sociolinguistics notice the social function of the language in relation to its user”.<sup>16</sup>

Sociolinguistic could become a field of study for their selections in language use. The field of sociolinguistics is focused on the possibility of choices that can be made within the community regarding the use of language varieties. Every country has own original language that can be used among the people from many regions, which is called as the national language. By understanding their language, they can communicate with other people around the world. In the period of the time, language has develop and change in variations depends on its influence. In this modern era, people need mastering of the international language to communicate with other people in the world.

## **E. Definition of Social Norms**

In addition to insight and knowledge, film also provides moral values, socio-cultural and social norms that the audience can take to be the center of how good and bad behavior in society. Then, the audience can distinguish between something that should be done and something that must not be done. As the author said before, from a film the audience can take many advantages especially about social norms that important for people to know.

The most central, useful and powerful collection of social psychology ideas are imitation triads, conformity, and social norms. Social norms are the basis of culture, language, social interaction, cuisine, love, marriage, games, prejudice, economic and traffic exchanges control. The elements of this list are very basic human life; the list is endless. Social norms are expectations about appropriate behavior which occurs in a group context<sup>17</sup>. Social norms are formed in group situations and henceforth serves as a standard for individual performance perception and judgment when he is not in a group

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<sup>16</sup> Holmes, (An Introduction to Linguistic (Oxford University Press, 1992), p.22.

<sup>17</sup>Rachel, McDonald, Christian S. Crandall, *Social Norms and Social Influence*, (Department of Psychology, University of Kansas: 2015)

situation. The main social attitude of an individual is formed in connection with group norms. 'Social norms, or group norms, are 'regularity in attitude and behavior that characterizes social groups and differentiates it from another social group.

There are four types of social norms based on Bicchieri and Cristina that can help inform people about behavior that is considered acceptable: folkways, mores, taboos, and law. Further, social norms can vary across time, cultures, place, and even sub-group.

- 1) Folkways are behaviors that are learned and shared by a social group that we often refer to as "customs" in a group that are not morally significant, but they can be important for social acceptance. Each group can develop different customs, but there can be customs that embraced at a larger, societal level. Folkways cover a good proportion of our daily habits from the rules of simple etiquette to the technical way of handling problems. Example : Imagine sitting in the college classroom with sixty other people around. As a professor who teaches early morning classes, it is always encouraged to eat if hungry. However, everyone must be considerate of those around them. You should not chew loudly. That would be considered rude, and it is against class 'customs' to do so. To make it worse, imagine burping without saying 'excuse me.' These would be folkway violations. Remember, this may not be disrespectful in all cultures, and it is very subjective. Folkways develop out of group experience. They are passed down from generation to generation through interaction.
- 2) Mores are norms of morality, or right and wrong, and if you break one it is often considered offensive to most people of a culture. Sometimes a more violation can also be illegal, but other times it can just be offensive. If a more is not written down in legislation, it cannot get sanctioned by the criminal justice system. Other times it can be both illegal and morally wrong. Example : If one attended a funeral for a family member, no one would expect to see

someone in bright pink clothes or a bikini. Most people are encouraged to wear black clothing out of respect. Although there may not be specific rules or laws that state expected attire to wear to a funeral, it would be against what most of American society views as right and wrong to attend a funeral in a bikini or be in hot pink leotards. It would be disrespectful to the individual people are mourning. Both mores and folkways are taught through socialization with various sources: family, friends, peers, schools, and more.

- 3) A taboo goes a step farther and is a very negative norm that should not get violated because people will be upset. Additionally, one may get excluded from the group or society. The nature and the degree of the taboo are in the mores. Example : A student once gave the example of a man in their neighborhood in Colorado that had multiple wives and also had ten different children from the women. In most of American culture, it is seen as unacceptable to have more than one spouse/partner. However, there are instances where having children with multiple people would not be seen as taboo. Specifically, if a man or woman remarries and then has another child with their new partner. However, again, this is more acceptable today than in the past because of the greater societal acceptance of divorce and remarriage.
- 4) Laws are social norms that have become formally inscribed at the state or federal level and can laws can result in formal punishment for violations, such as fines, incarceration, or even death. Laws are a form of social control that outlines rules, habits, and customs a society uses to enforce conformity to its norms. Example : Let us go back to our example of having multiple wives for a moment. It is illegal, a violation of law, to have multiple wives in American culture. It has not always been this way, and it is not true in every country, but in the United States, it was viewed as so taboo, morally and ethically wrong, that there are laws that can punish people for marrying

more than one person at a time. However, there may be some people that do not think it is wrong or some groups, but regardless, it is still illegal.<sup>18</sup>

Types of social norms in terms of sanctions, divided into five types based on Coleman and James S, namely:

- 1) Procedures; is the norm that refers to one form mild sanctions for violations. For example, the rules of holding a fork and spoon when eating and the deviation.
- 2) Habits; is a way of acting that is favored by society and done repeatedly, has power binding greater than ordinances. For example, throwing away garbage in its place and its distortion: discard littering and getting reprimanded even gossiped about the community.
- 3) Code of conduct; is the norm that comes from philosophy, religious teachings and ideologies adopted by the community. Code of conduct on the one hand it imposes an act and on the other hand prohibit an action so that it directly is social control tool so that community members adjust those actions.
- 4) Custom; is an unwritten norm but is binding so that community members who violate will suffer because of hard sanctions that sometimes indirectly like exclusion, exclusion from society, or must comply certain requirements.
- 5) Law; is a norm that is formal and in the form of rules written. The sanctions are strict and are a set of rules addressed to community members and contains provisions, orders, obligations and prohibitions so as to create order and justice.<sup>19</sup>

In conclusion, social norms is a basic human life as a standard for individual performance perceptions and

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<sup>18</sup> Bicchieri, Cristina, *The Grammar of Society: The Nature And Dynamics Of Social Norms* (New York: Cambridge University Press, 2006), p.139

<sup>19</sup> Coleman, James S, *Foundation of Social Norms* (Cambridge MA: Belknap Press, 1994) p.97

judgment when they are not in group situation. Based on both of theory by Bicchieri, Cristina and Coleman, James this research uses theory by Bicchieri, Cristina because the theory is suitable for the film.

#### **a) Importance of Social Norms**

Social norms especially group norms are important because, besides controlling the group behaviour, they also control the behaviour of its members, and provide stability and a socially desired orderliness to the groups. In the absence of norms, the behaviour of group members will become chaotic and the group and its members will not be able to survive for long. Norms are also important for as they facilitate and foster interaction between and among the group members. It is because of these social norms that we see the predictable similarities in the behaviour of group members. At the same time, it is these group norms which make the groups different from each other because they follow different norms and traditions. The effect of these norms on one's behaviour is not necessarily dependent on his/her being in the group. Rather, these norms affect the behaviour even when he/she is not a part of a group and remains alone. Thus, the norms regulate the social behaviour. If one's behaviour is in conformity with the group norms, he/she may get the acceptance and praise. On the contrary, if there is nonconformity or breaking of social norms, the non-conformist or violator person may have to face criticism or be subjected to punishment as decided by the particular group.

**Culture and Norms** Another important function performed by the norms, which makes them important for us, is that they provide us solutions to common problems by offering available possible alternatives. Also, norms promote mutual respect and service for others which ultimately give rise to harmony in the social relations and a sense of social well-being. So, norms perform an important function of linking people to people, people to the society and society to society. Norms, in addition to the above also help us fulfill one of our



basic psychological need, to belong to others. Being social beings, humans need to be associated with others, they require love, self-esteem and belongingness. Following norms, all these needs of the individuals will be satisfied. This otherwise is neither possible nor persistent. Thus, norms play a very important and fulfilling role in human lives. However the norms are to be framed by the society in order the its members have a better life the society also advances in a positive direction. The society by formulating the norms encourages its members to follow the norms for their own benefit and the benefit of the society in which they live.

## **F. Relation Between Literature and Education**

Nowadays education is the organized development and equipment of all the powers of a human being, moral, intellectual, and physical, by and for them individual and social uses, directed towards the union of these activities with their creator as their final end. It is used to improve morale and train intelligence. Education is a process of installing something into human beings. So that, for many people education has an important role to improve their capabilities and to qualify themselves.

Social norms from a sociological point of view emphasize much on the strength of a set of general rules, both written and unwritten, concerning human behavior or actions which, according to the assessment of community group members as a means of controlling or limiting the actions of community members.

The inclusion of literature in language teaching is a good opportunity for language enrichment. Learners can develop their linguistic knowledge, language skills, and language awareness in literary texts. Learners in literary texts see how words and structures function in sentences. Learners see how characters in literary texts interact with each other which help them develop their communicative competence. Literature is a rich source of meaningful input for language learners and it is useful to enhance language proficiency. Literature at the same time allows learners to learn about other

cultures. There is a bond culture and language learning. When language learners know about the culture of the language they are learning, their comprehension of some notions will be facilitated.<sup>20</sup>



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<sup>20</sup> Cagri Tugrul Mart, *The Use of Literature In Language Teaching*, (Journal of Education And Instructional Studies In The World, Vol(6), 2006), P.82

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